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PHRASEOLOGICAL UNIT TRANSFORMATION: THE REVIVAL OF FOSSILIZED LEXICAL ITEMS

Phraseological units, set expressions, idioms, fixed word-groups, set-phrases, collocations. Semantically all the mentioned terms have one and the same reference – compositionality, or structural stability.

Though they are often regarded as fossilized, petrified or frozen lexical items, they may be manipulated to achieve a variety of striking stylistic effects such as surprise, irony, novelty or humour.

Phraseological variations and modifications are used as deliberate, creative and innovative forms of the original phraseological units, thus building a prolific fundament for the text's expressiveness.

As a rule, phraseological units occupy so called strong or stressed positions that are headings, slogans, the first phrases and the last ones, as it is the function of catching the reader's attention (in titles and slogans) and enhancing the memorability of the units (in the last phrases) that is of primary importance.

The aim of the research has been to analyse the impact on phraseological units through violating the composition of original utterances and the image perceived by studying the semantic relationship between them.

The subject of the research has been lexico-grammatical transformations of phraseological units in English newspaper and magazine titles.

The theoretical issues of phraseological units have been covered using the works of Soviet and foreign scholars in such fields of science as lexicology,

phraseology, stylistics, and pragmatics.

As it is known the main function of the title is that of catching the reader's attention and only then the function of informing the reader, thus we should focus on the language to elicit the writer's intentions. And without such pragmatic concepts as presuppositions and implicatures it is nearly impossible to deduce what is stated implicitly.

According to Stilwell Jean Peccei one of the defining properties of presuppositions is that they are closely linked to the words and grammatical structures that are actually used in the utterance and our knowledge about the way language users conventionally interpret them. And keeping in mind that our knowledge may be gained only by perceiving the surrounding environment, we do need some context, at least a faint image of the circumstances underlying the situation.

In the practical part of our research we have dwelt upon the types of lexico-grammatical transformations of phraseological units in newspaper and magazine titles to study the semantic relationship between the original and modified units. The tasks to be solved have been the following:

- to reconstruct the given modified units to their original form;
- to analyse the semantic relationship between the modified and original phraseological units;
- to elicit what stylistic effects are achieved.

Unfortunately, there is no exhaustive classification of the methods of transforming phraseological units. And for the purpose of this research it has been decided to combine different classifications into a general one in order to see a more complete picture. The classifications serving as a basis for this research were created by such linguists as N.M. Shansky, A.M. Melerovich, V.M. Mokienko, V.N. Vakurov, A. Langlotz, H. Burger et al.

The methods of modifying the structure of phraseological units employed can be divided into two groups: lexical and grammatical. Lexical modifications include substitution, expansion and shortening, each of which may be subdivided further according to the part of speech and the number of modified units.

Grammatical modifications are subdivided into the following groups: modifications involving the process of changing the part-of-speech category of original units, modifications concerned with changing the grammatical categories of notional words such as number (in nouns), voice (in verbs), a degree of comparison (in adjectives and adverbs).

Let us exemplify our practical part with some phraseological transformations and their analysis.

From broomsticks to bling: Emma Watson sparkles in Cannes (The Independent: 17 May 2013)

'From broomsticks to bling' is a modified unit from the traditional one

from rags to riches (used to describe a person's rise from a state of extreme poverty to one of great wealth). There are two words being substituted 'rags' by 'broomsticks' and 'riches' by 'bling'. The first substitution refers to the background information about the actress's experience of starring in 'Harry Potter', where broomsticks are employed by wizards and witches to transport themselves between locations. The usage of the second substituted word is also based on the actress's starring experience in 'The Bling Ring'. The semantic relationship between 'bling' and 'riches' is that of referring to wealth, for 'bling' denotes expensive, ostentatious clothing and jewellery which sparkle. The semantics of the modified unit is related to the original one in the way of acquiring a higher position through getting acting experience.

Such stylistic device leads to establishing a closer relationship between the writer and the reader, since the modified unit is unable to be understood as it is done above without having previous mutual knowledge about the actress's acting experience.

Another scandal hits Obama: When it rains it pours (The Washington Post: 17 May 2013)

The method of the modification used here is that of expansion and shortening. The original unit goes *it never rains but it pours* ('misfortunes or difficult situations tend to follow each other in rapid succession or to arrive all at the same time'). The expansion lies in the introduction of the conjunction 'when', and shortening involves the omission of 'never' and 'but'.

Notwithstanding the fact that male Marines are not allowed to use umbrellas while in uniform, during a joint press conference with Turkish Prime Minister, Obama signaled to two Marines and asked them to protect him and his guest from the rain, which resulted in public outrage. The stylistic effect of the introduction of 'when' and omission of 'never' and 'but' is that of bringing correspondence with 'another scandal' producing the effect of intensification. In addition, the given unit may be actualized in two contrasting ways: literal (if the real situation is concerned) and non-literal (taken as a phraseological unit).

The results of our research have shown that basically a mixture of different methods of phraseological transformations are used in newspaper and magazine titles, thus providing the reader with a more colourful, vivid and expressive picture with different shades of meanings such as disapproval, irony, affection, surprise, novelty.

Double actualization, insertion and component substitution are most typical stylistic devices of phraseological modifications.

The usage of component substitution often leads to double actualization. The reader perceives two sides of a transformed phraseological unit: usual and modified. Double actualization, which is the co-occurrence of the metaphorical meaning of a phraseological unit and its literal meaning, is used to evoke the

reader's interest to the text by creating an imaginative and vivid picture.

Stylistic effects of insertion are based upon meaning specification of a phraseological unit or its component and can be shown in two aspects. On the one hand, meaning specification of a phraseological unit quite often leads to concretizing that helps to enliven a phraseological unit, evoke the recipient's concrete conception, approximates this or that publicity to a real situation of communication. On the other hand, a new component quite often characterizes and evaluates, which helps writers to express their subjective, emotional attitude to the issues in question.

Our study has shown that the semantic effect produced by the modification of phraseological units through lexical and grammatical transformations depends mostly on the contextual clues. Creative modification and the associated play on literal and transferred meanings are always tied to a specific context. The context plays, therefore, a highly significant role.

Modified phraseological units raise the text's expressiveness, which usually manifests itself in the intensification of the message. Phraseological units are creatively modified where the lexis is stylistically manipulated for stylistic effects to make them more appropriate in their context or simply to pun. For that reason, they are very noticeable in the text and therefore attract the reader's attention. The stylistic use of phraseological unit is not a violation or an infringement but a deliberate choice, a new perception, a different point of view.

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НЕКОТОРЫЕ СИНТАКСИЧЕСКИЕ УСЛОВИЯ РЕАЛИЗАЦИИ ПЕРФОРМАТИВНОЙ СЕМАНТИКИ ГЛАГОЛА В КОМПОЗИТНЫХ СОЧЕТАНИЯХ (НА МАТЕРИАЛЕ АНГЛИЙСКИХ КОМПОЗИТОВ ТИПА «МОДАЛЬНЫЙ ГЛАГОЛ + АССЕРТИВНЫЙ ГЛАГОЛ»)

В настоящей работе речь пойдет о т. н. «композитных перформативах» (другие русские термины: «косвенные», «облегченные» перформативы [1, с. 373]; англ. *hedged performatives, embedded performatives*) – особом классе синтаксически осложненных перформативов, предикативный каркас которых включает несколько глаголов, имеющих разную семантическую нагрузку, в частности модальный компонент. Такие высказывания могут быть как сравнительно краткими («I must apologize» = «I apologize»), так и весьма пространными («О, если бы я только мог просить Вас об этом!» = «Я прошу вас об этом»). Очевидным является тот факт, что такие сочетания не являются свободными, во всяком случае, при реа-